

# Fashion Merchandising

Fremont High School

Utah State Office of Education

Weber State University Concurrent  
Enrollement

# Curriculum

# Standard 1 Students will understand the fashion industry and basic concepts

- Clothing does a lot more than cover your body. Your appreciation of clothing will be broadened as you become more aware of the influences clothing has on you. Throughout history, clothing has had great meaning. It has indicated peoples handcraft skills, artistic imagination, and cultural rituals. It also reflected advances in technology.

## Why People Wear Clothes

- From the beginning, clothing has served the same basic human needs. Protection (a physical need). Adornment and identification (physical needs). Modesty (social needs). Status (social needs)
- Protection: Clothing can prevent harm caused by the climate and the environment. It supplements our natural body covering like a “second skin”. **Protective Clothing** gives physical protection to the body.
  - From weather
  - From environmental dangers
  - From occupational hazards
  - From enemies
- Adornment: Clothing can affect a persons mental attitude or morale in a good way. This is done through adornment or decoration. Decorative adornment provides a psychological feeling of well-being through beauty.
  - Beauty is a quality that gives pleasure to the senses, and gives a positive emotional reaction to the viewer.
  - The way one culture views beauty in clothing may be completely different than the way one culture views beauty.
- Identification: Identification is the process of establishing or describing who someone is or what someone does.
  - Uniforms are a way of identifying roles, Uniforms identify that someone is a police officer, or a member of the armed forces. Uniforms can decrease racial, religious, and other barriers.
    - The regular clothing people wear may be considered “psychological uniforms”–look at your classmates, aren’t all of them pretty much dressed alike?
    - Adults dress alike, too.
  - Ceremonial garments can provide identification-A white wedding dress indicates a woman is a bride. A cap and gown indicate a person is graduating.
  - Some businesses and schools have **Dress Codes**. Each article of clothing must fall within a range of options. . Although, garments worn are not uniforms, they fall withing a range of options.
- Modesty: Human beings wear clothing to satisfy their social need for modesty.
  - **Modesty** is the covering of a persons body according to the code of decency of that persons society. In our society, it is embarrassing to go without clothes.
  - In the 1800's it was immodest for American Women to let their ankles show.
  - In the 1920's older people were appaled at the short skirts worn by young women
  - Womens swimsuits were once made of thick fabric and covered the entire body. Now fashionable swimwear exposes lots of skin.
    - The standards our society has set on modesty has changed a great deal.
  - The event you are attending also affects your modesty.
    - By wearing appropriate and inappropriate clothing, people show their acceptance or rejection of

their social environment.

- **Status:** A person's status is his or her position or rank in comparison to others. "Good" or "High" status is usually associated with recognition, prestige, and social acceptance.
  - Clothing is sometimes used to gain a higher rank in society, along with social acceptance and peer approval.

## Why People Select Certain Clothes

- Some of the most important factors that influence the particular clothing choices are people's values and attitudes, their tendencies toward conformity or individuality, and their personalities. Some historians believe that if one book were to be left from today for people to read in hundreds of years, it should be a fashion magazine. Many believe that it would tell more than volumes written by philosophers, novelists, prophets, and scholars.
- **Values and Attitudes**
  - **Values** are the ideas, beliefs, and things that are important to an individual. They are the underlying motivations for a person's actions.
  - Attitudes are formed from values. They are an individual's feelings or reactions to people, things or ideas.
    - Values and attitudes are learned concepts.
      - Some people select clothing because they value comfort
      - Some people choose bargains because they value economy.
      - Some people value easy care.
  - Where people put their time, effort, and money shows their personal values. Some like to spend \$\$ on many clothes and accessories, others save money for the future.
  - Age influences people's clothing selections. As people go through life, their needs and values change
    - Middle school students value conformity—trying to look the same
    - High school, some of conformity, but they also want to look good to the opposite sex
    - College, looks for cheap clothes
    - After college, business attire, conformity
    - Middle age, prestige and status, comfort
  - **Conformity Versus Individuality**
    - **Conformity** means obeying or agreeing with some given standard or authority.
      - A safe feeling of belonging is achieved through approval. However, too much conformity can mean a loss of personal individuality.
    - **Individuality** is self-expression. It is the quality that distinguishes one person from another. It is the characteristic that makes one person unique.
  - Most people balance the influences of conformity and individuality in their clothing. Their clothing choices depend upon their moods as well as different settings and situations.
- **Personality**
  - Personality can be defined as the total characteristics that distinguish an individual, especially his or her behavioral and emotional tendencies.
    - Studies show that certain ways of dressing give clues about specific personality traits.
      - people who wear very colorful clothing tend to be sociable
      - people who gain comfort from their clothes tend to have self-control and confidence.
      - people who prefer economy in their clothes choices tend to be alert, proficient, and precise.

# Standard 2 Understand Fashion Terminology

- Understanding fashion includes knowing many specific fashion terms. Some are already familiar to you.
- Style: A particular design, shape, or type of apparel item. The style of the garment is determined by the distinct features that create its overall appearance
- Fashion: The display of the currently popular style of clothing. A fashion is the prevailing type of clothing that is favored by a large segment of the public at any given time.
  - Styles come and go. Fashion is always here in some form. Fashion reflects a continuing process of change in the styles of apparel that are accepted.
- Apparel: Any and all men's, women's, and children's clothing
- Garment: Any article of apparel, such as a dress, suit, coat, evening gown, or sweater. It is any particular clothing item.
  - Garment parts are the sleeves, cuffs, collar, waistband, and other components that make up the complete garment.
- Silhouette: The shape of the clothing style. It is formed by the width and length of the neckline, sleeves, waistline, and pants or skirt. If you were to squint your eyes and look at a suit, dress or coat, the outer lines (shape) of the garment would show its silhouette
  - Silhouettes are always changing in fashion. The general direction that a silhouette takes (wider-narrower-longer-shorter) shows a fashion trend
- High fashion or High style are the latest or newest fashions. They are usually of top quality, with fine workmanship and beautiful fabrics. Because of the quality, they are expensive. High fashion styles originate from top name designers in leading fashion cities.
  - Details of high fashion filter down into generally accepted fashions.
- Avant-Garde: The most daring and wild designs. They are unconventional and startling.
- Fad: A temporary, passing fashion. It is an item or look that has great appeal to many people for a short period of time. It is usually out of the ordinary. A fad becomes popular fast, and then dies out quickly.
- Craze: Like a fashion because it is a passing love for a new fashion. However, this has a display of emotion or crowd excitement with it. Stores have a hard time keeping such items in stock because people are so eager to buy them.
- Classic: An item of clothing that continues to be popular even though fashions change. It is always acceptable. Classics were originally fashion items, but their general appeal, and simple, stylish lines have kept them popular. They can be worn year after year.
  - Examples of classics: white dress shirts, dark business suits, navy blazers, pleated skirts, shirtwaist dresses, loafer shoes. Blue jeans are now a classic. Trench coats are classics.
- Wardrobe: all the apparel a person owns. A wardrobe includes all of your garments and accessories.
  - accessories are the articles needed to complete or enhance your outfits
    - Belts, hats, jewelry, shoes, gloves, scarves.

- Fit: the fit of a garment refers to how tight or loose it fits on the person who is wearing it. A good fit means that the garment is the right size and does not pull tightly or sag loosely when worn.
  - Garments can be designed to be loose, semi-fitted, or fitted (quite tight) to achieve different fashion looks.
- Seams are the lines of stitches that join two garment pieces together
- Darts are short, tapered, stitched areas that enable the garment to fit the figure.
  - Seams and darts give shape to flat pieces of fabric so they fit a three-dimensional body
- Bodice: the bodice of a garment is the area above the waist, such as the upper part of a dress or jumpsuit. The bodice is usually closely fitted and is distinguished by a seam at the waistline
- Throughout history there have been three ways of making or constructing clothing. They are draped, tailored, and composite methods.
  - Draped: those garments that are wrapped or hung on the human body. (Roman toga, Indian sari) Modern versions of draped garments are usually held together with pins, buttons, or a sash or belt.
  - Tailored Garments: Made by first cutting garment pieces then sewing them together to fit the shape of a body. The first tailored garments were made when the eyed needle was invented, because seams could be sewn together.
  - Composite: Made with a combination of tailored and draped methods. Garment parts are cut and sewn. Some parts may fit close to the body, other parts may drape. (Japanese kimono, tunics, bathrobes, caftans)

#### Clothing Business Terms

- Haute Couture: “Finest dress making” in French. It means the high fashion industry. It refers to a group of firms or “fashion houses,” each with a designer who creates original, individually designed fashions. The designer who owns the firm is the couturier.
  - Haute Couture fashions originate in Paris, New York, or other fashion centers. They are very expensive. They are constructed with expensive fabric, and include a great deal of hand work. They are sometimes:
    - Custom Designed-made for a specific person
    - Made-to-order, or custom-made: are not designed for a particular person, although they are made for a specific person, he or she places an order after seeing a sketch or picture.
  - Copies of Haute Couture garments are made in quantity by high-priced manufacturers-they look like the original, but the price has been reduced.
  - Knock-Offs: lower priced copies of garments. They are produced in high quantity with lower priced materials.
- Ready-to-Wear: Those garments that are mass-produced in factories. They are manufactured in quantity according to standard sizes. Each garment design has thousands made. They are all alike and are for sale in many sizes.
  - Consumers: Those who buy and wear the garments. Consumers purchase and use apparel as well as other economic goods. Consumers are very important in determining what fashions will or will not become popular.
  - Retail stores: Sell to consumers. They advertise and sell their items directly to the general public. Retail stores include department stores, chain and discount stores.
  - Wholesale: Sell goods in large quantities to retailers. Wholesalers usually distribute their goods from large warehouses. Each item costs less from a wholesaler, but usually dozens of each must be purchased.
    - Sometimes stores will sell extra clothes that were produced but were not ordered for regular selling.
      - Overruns are in perfect condition but are left over at the manufacturer at the end of the

season

- Irregulars are articles with slight imperfection
- Second items are soiled or have flaws

- Promotions to sell particular fashions are conducted nationally by the manufacturer, and locally by the retail store. The promotional activities are the advertising and merchandising efforts to improve sales.
- Price Markets: the apparel industry offers garments at all prices along a sliding scale from high to low.
  - High priced apparel is sold to the “class market” that is made up of the few people who buy high fashion clothing.
    - High priced market is only a tiny percentage of total sales of garments.
    - High priced designers and receive the most attention
  - Moderately priced apparel priced market has almost 1/3 of all clothing sales. These are factory produced in relatively small numbers. They have dependable brand names and are of good fabrics. They are sold in small specialty stores, or better departments of large stores.
    - Most fashion designers work in this price market. Usually the name of the manufacturer is on the label instead of the designer, the designer is usually anonymous.
  - Low-priced apparel is sold to the mass market. The low price market is about 2/3 of all apparel sales. These garments are mass-produced in great volume in common styles and colors.

## Fashion Cycles

- Fashion Cycle: the periodic return of specific styles or general shapes. It is a rotation of particular styles. They become popular, then disappear, and later reappear. The fashion cycle is a regular round of different styles that are fashionable over time and then eventually repeat themselves.
  - Fashions always change with the same series of events:
    - The new style is introduced
    - It is worn by many people
    - It is discarded for a newer style
  - In fashion cycles, high fashion is first introduced by the fashion leaders.
    - fashion leaders are men and women who have the credibility to start new styles
      - Madonna
      - Jennifer Anniston
      - etc.
    - Every community has fashion leaders. They are the ones who are first to adopt and display new styles within their special groups.
  - The life of each fashion may range from several months to several years.
  - As fashions come and go, they seem to be extreme and daring when they are first introduced, smart and stylish when they are popular, and dowdy, and out of date after their peak.

## Silhouettes of Fashion Cycles

- Three specific silhouettes have separately rise, and fall in popularity.
  - Bell
  - Bustle-Back Fullness
  - Straight-Tubular
    - the same silhouettes have cycled in and out in history.
- Fashion cycles in the 1900's in America have not been as distinct as in past cultures. Our fast-paced society creates more changes and innovations in fashion.
  - There will be several basic styles in style at any one time, with more minor trends in fashion taking place.
- Fashion always reflects the political, economic forces in society

- In hard economic times, the fashions reflect a serious, more conservative image.
- In better times, styles are more brighter and more adventurous. Clothing looks perkier during good times
- The “hemline index” was created by a research director of a stock brokerage firm. He noticed that as the hemline of women’s skirts went up, so did the stock market indexes. As hemlines began to fall, so did the stock market.
  - The “hemline index” is only a joke to stock market experts.
- During wartimes, there is a military influence on apparel. During wars, the government restricts the amount of fabric to be used in apparel. Apparel becomes simpler, and tighter.

# Standard 3 Identify Garment Styles and Clothing Parts

- Basic Dress Styles

- **Sheath** Dresses have no waistline seam. They hang from the shoulders and have inward shaping at the waist
- **Shift or Chemise** dresses also have no waistline seam. They are straight and loose fitting with no inward shaping at the waist.
- **A-Line** dresses are narrow (fitted) at the shoulders. They have no waistline seam and become wider at the hemline. They are named after the “A” shape of their silhouette.
- Tent dresses are large and billowy. They hang loosely from the shoulders. They are often worn in hot weather because they do not hug the body.
- **Empire** (om-peer) dress has a high waistline. Its opposite, the **lowered waistline** style has a long torso. Its waistline seam is down below the waist.
- Other Dress Styles: other dress styles are created by using a variety of seams, fulness, or other characteristics.
  - Princess dresses: have seamlines going up and down their entire length.
  - Blouson dresses: has a blousy fullness above the waist. It is usually belted it most often has a fitted skirt.
  - Shirtwaist dresses: like a long, semifitted, tailored shirt, it is as long as a regular dress, and has a belt or sash at the waist
  - Coats: is a heavy dress that usually closes down the front like a coat. However it is worn as the main garment rather than over another garment.
  - Asymmetrical dress: the right side is different than the left side. If divided by a center line, the two halves are not the same.
  - Jumpers and sundresses: have a skirt attached to a brief upper garment. The bodice usually has shoulder straps and a low neckline. A jumper is made of heavy fabric and is worn over a blouse or sweater. A sundress is worn in hot weather alone as a dress.

- Neckline Styles

- Decollette: the French term for a low neckline. It is usually used with bare shoulders, such as an evening gown or sundress. Sometimes the garment is strapless.
- Jewel (round): Encircles the base of the neck. It is plain and rounded.
- Boat or Bateau: Goes straight across from shoulder to shoulder. It is high in the front, and is wide open on the sides
- Scoop: lowered and round. It is usually lower in front than in the back.
- Horseshoe: High at the neck in back but goes down like a horseshoe in front.
- Cowl: Draped with flowing folds. It gets its name from a medieval monks hood.
- Others: Built up, square, “V”, off the shoulder, sweetheart, keyhole

- Collar Styles
  - Pictures:
  - **Lapel:** A lapel is a pointed part of the garment below the collar. It turns back at the front neckline. It looks like a continuation of the collar going down from a “V” notch along the outer edge.
  
- Sleeve Styles
  - **Set-in Sleeves:** sleeves that are stitched to the garment around the regular armhole. They offer best fit for most people. They can be tight (fitted), puffy, long or short. In all cases, there is a seam in the front and back from the underarm curving up to the shoulder. That seam follows the natural body line that connects the arm to the body.
  - **Kimono Sleeves:** Are continuous extensions out from the armhole area with no seamlines connecting to the garment bodice. Kimono sleeves can be long or short. Fitted or loose. Fitted kimono sleeves have a gusset. A gusset is a wedge-shaped piece of fabric added to the underarm to give more ease of movement to the sleeve.
  - **Raglan Sleeves:** have a shaped seam in the garment originating from the underarm. Sometimes it goes directly to the neckline. Other times it goes to the center front or into a bodice princess seam.
  - Some garments are designed to be sleeveless. Sleeveless garments have no sleeves at all
  - Cap or French sleeves are very short. They are like a sleeveless armhole at the underarm and a short kimono sleeve going out from the shoulder.
  - Dropped shoulder: have a horizontal seam around the upper part of the arm. The lower sleeve can be any length.
  - **Cuff:** A cuff is a band at the bottom of the sleeve. A vent is an opening that goes from the open end of the cuff up into the sleeve. It enables the cuff to overlap the button. It is often finished with a placket which is a decorative strip of fabric over the vent.
  
- Skirt Styles:
  - Straight skirts: have no added fullness at the hem. They go straight down from the hipline for a very slim silhouette. They are sometimes called fitted skirts
  - A-Line Skirts: have extra width at the hem on each side. When viewed from the front or back, the silhouette resembles the letter “A”
  - Flared Skirts: have some fullness at the hem all around. There are soft ripples going upward from the skirt bottom toward the waist.
  - Circular skirts: are very full at the hem. When held out at the sides during wearing, this style of skirt forms a half circle. When opened up and laid flat, it forms a circle.
  - Full skirts: are pleated or gathered pleats are structured folds of cloth. The pleats either hang open from the waist or are stitched down for a snug fit from the waist to the hips. Gathered skirts have the fullness of the fabric pulled together at the waist without structured folds.
  - Dirndl skirt: A slightly gathered skirt that is not very full
  - Gored skirt: have vertical seams all the way from the waistline to the hem. They are similar to the princess seams in a dress.
  - Umbrella skirt: have many narrow gores. The gores are pressed to have a narrow silhouette, but when the wearer walks or moves, the gores spread open and closed like an umbrella
  - Wrap Skirts: wrap around the body and overlap at the side-back or side-front. They are most often fastened with a tie or button
  - All skirt styles have the option of any length.
  
- Pant styles-pants are also called slacks or trousers
  - The seam on the inside leg (from crotch to pants hem) is called the **inseam**.
  - Straight pants are the same width at the hem as they are at the knee.
  - Tapered pants are narrower at the hem than at the knee.
  - Flared pants are wider at the hem
  - Jeans: are comfortable and have become fashionable as everyday wear. they can be casual when worn with a sweatshirt, or dressier when worn with a sport coat.
  - Hip hugger pants is lower than the regular waistline. The pants “ride” on the upper hips.

- Jumpsuits: A garment with a bodice, or top, attached to the pants is called a jumpsuit.
- Coat and Jacket Styles.
  - Coats are warm or waterproof garments that are worn over a person's regular clothing.
  - Capes are coat-like outer garments that hang from the neck and shoulders over the back, front, and arms.
  - Jackets are short coats
  - Sport coats or blazers are classic jackets that are always in fashion. They along with suit jackets are
    - Single Breasted garments are held shut with one row of buttons in front
    - Double Breasted garments have a wider overlap and two rows of buttons.
  - Poncho: similar to a blanket with a slit or hole in the middle for the head
- Miscellaneous Styles and Parts
  - Hood: a hood is a head covering that is attached at the neckline of a garment.
  - Tunic: a long blouse or skirt that extends down over the pants or a skirt. It is a long upper garment that goes over a lower garment. Tunics are hip-length or longer.
  - Caftans: Long flowing robe-like garments.
  - Vests: sleeveless, close-fitting, jacket-like garments. They cover just the chest and back.
  - Halters: Brief garments worn on the upper body, usually in hot weather.
  - Sweater: A knitted (or crocheted) covering for the upper body. It is usually worn for warmth.
    - Sweaters are either Cardigans or Pullovers
      - **Cardigans** open in the front
      - **Pullovers** slip over the head when they are put on or taken off.
  - **Closures** enable the wearer to get into and out of garments. They are areas with zippers, buttons, straps, hooks and eyes.
  - **Yoke:** A band or shaped piece, usually at the shoulders of hips, that gives shape and support to the garment below it.
  - Pockets are built-in "envelopes" that hold items. Pockets are added to the outside of garments or are inserted in seams. Pockets may have decorative fabric pieces that go out from the edge of the pockets

## Standard 4 The Development of Fashion

- The apparel industries center around textiles, garment manufacturing, and retailing. Fashion promotion is also an important aspect of the industries.
- The apparel industries have been developing for many centuries.
- Fashions as we know it, developed in Europe during the renaissance period in the 1500's. Textiles and clothing changed slowly until the industrial revolution, which began in England in the 1700's
- The industrial revolution caused a switch from handmade garments to mass-produced ready-to-wear clothes. Three factors contributed to this change
  - Mechanized textile mills were able to make fabrics of better quality in less time.
  - Sewing machines were invented
  - Techniques in mass distribution, advertising, and retail selling were developed and refined.
- The apparel industry today is big business. Millions of people worldwide are employed in fashion related jobs. In the United States, apparel businesses make up the country's largest industry.
  - The influence of the fashion industry pervades every other industry.
- "The Trade"
  - The garment industry is called the "Rag Trade"
    - In the United States the rag trade started as small tailoring shops in New York City. Immigrants

settled there as skilled tailors and assistants before the turn of the century. Now, New York is still the fashion leader in the United States.

- There are many fashion magazines and trade publications that are important to the apparel industries.
  - Trade publications are magazines, newspapers, and books that deal specifically with a certain industry or trade
    - **Womens Wear Daily:** is considered the bible of the women's fashion trade. It reports on all new apparel trends with photo's, fashion illustrations, and stories. It also reports on business and financial news of the apparel industry. Its counterpart of the textile and menswear industries is the:
      - **Daily News Record:** Reports on trends in menswear.
      - **Textile World**
      - **Apparel Industry Magazine**
- **Trade Associations:** Groups that promote or further the interests of a certain industry or trade.
- High fashion couture clothes are very fashionable and expensive. Couture design firms serve the small but influential high-priced market.
  - High Fashions began in Paris France. Paris has been the international cultural center for hundreds of years. Early designers from over the world went to Paris for their designs.
  - World War II stopped European exports to the United States, and that helped the U.S. Designers. After WWII America became recognized as a fashion center. Hollywood became a vehicle for spreading fashion ideas throughout the country and world.
  - Today, Paris, New York, Tokyo, and London are fashion centers.
- Successful couture designers and fashion houses create **collections** which are all of their designs for a specific season. Designers and fashion houses will show their collections twice a year at two major showings. One in July for fall+winter fashions. One in January for spring+summer fashions. The showings are glitzy runway extravaganzas. They show 50-100 outfits by each designer. At the end of the show, the designer makes a traditional walk down the runway.
  - the audiences at a show is made up of wealthy private customers, press representatives, and commercial buyers. **Courtture**
  - **Fashion Piracy** is a threat to designers. Clients who are allowed into shows are carefully screened. Commercial buyers have to pay large cash deposits. This deposit shows that the commercial buyers will actually buy some of the designs. Commercial buyers pay more than private buyers because they are paying for the exclusive rights to the design. The press is allowed to photograph the clothes for use as press releases, and free publicity to the designers.
  - Couture designers thrive on creativity. Most couture designers try to create timeless clothing rather than a trendy look.
- Logo: A symbol that represents a person, firm or organization. Logos and labels used to be put on the inside of garments. Now they are often "status symbols" placed on the outside of apparel. Some couturiers create their own lining with their logos or names woven into the designs.
- Fashion Associations:
  - .
- Fashion Awards:
  - **Coty Awards:** the prestigious American Fashion Critics Awards. Changed to the **Cutty Stark Awards** in 1979. Winning a Coty was a major honor.
  - **Tommy's:** the American award for the best printed fabrics.

Courtiers have branched out to expand and make more \$\$

- Several couturiers add to their income by selling patterns of some of their creations to commercial pattern companies

- **Designer patterns:** can be seen in designer catalogs at fabric stores where the patterns are sold.
- Couturiers create small shops at or near the fashion house, or in fashionable areas of other cities. They feature accessories designed by the couturier, or a member of the staff. It bears the designers lable.
- **Franchises** are arrangements in which the firm such as a couturier, provides retailers with a famous name and merchandise. In return, the couturier receives a certain amount of money. Franchise owners do not work for the couturier directly, they have been granted the right to use the designers name and trademark to market the goods.
- Licensing: an arrangement whereby manufacturers are given exclusive rights to produce and market goods that bear a famous name as a stamp of approval. In return, the person or firm whose name is used recieves a percentage of wholesale sales. Licensing is usually where top designers make money. High fashion creations often lead to losing money. Licensing keeps the designers name in mainstream public, and become popular household names, people demand when they shop.
- The Ready to wear industry has become more important than couture. The ready-to-wear show in New York twice a year in April and October attract large crowds, and is very glamorous.
  - In Paris the ready to wear industry is called “pret a porter”, which are mass produced designer fashions.
    - Unknown designers work under the big name designers of the fashion houses to create the ready-to-wear lines.
  - Retailers are interested in purchasing ready-to-wear lines because they can offer the lines in their stores.

# Standard 5 Understanding the Textile Industry

- The textile industry produces fashion fabrics for garments. It also develops and manufactures fabrics and other textile products for home decorating and many industrial uses
- There are four main steps in the production of finished fabrics. The first step is producing fibers. Next is the mill production of yarns. Then manufacturing plants make the fabrics. Finally the fabrics are finished. These processes involve highly specialized machinery and great skill
- Fiber Production: different raw materials are processed into various fibers
  - Agricultural industries supply natural fibers such as cotton, wool, flax, and silk, they are grown in fields or on animals
  - Chemical companies produce manufactured fibers such as rayon, nylon, spandex, acetate, and polyester
- Yarn Production: Mills spin fibers into yarn. Several fibers are twisted together to form long strands of yarns used to make fabrics.
  - Most textile mills in the United States are found in the southeast.
- Fabric manufacturing:
  - Textile manufacturing plants weave or knit yarns into fabrics. Huge mechanized looms nd knitting machines produce huge amounts of knitted goods very fast.
  - Unfinished fabrics are called **Greige (gray) goods**
- Fabric finishing
  - bleaching, dying, printing, or applying special coatings to the greige goods. This gives the fabric color, texture, pattern, ease of care, and other characteristics to the fabrics.

- **Converters:** textile converters are firms, or individuals who buy or handle greige goods for finishing, they keep close tabs on fashion trends-to anticipate demand. They contract with others to dye, print, then finish the goods to their specifications and then sell the finished products to apparel manufacturers or fabric retailers.
- Distribution
  - Sales offices are necessary to market the finished fabrics. They sell fabrics to apparel and accessory producers, fabric retailers, and specialists for home and industrial uses. Many textile firms have offices in New York City near the garment district.
- Development of textile corporations.
  - Traditionally, each textile company specialized in a single stage of production. After WWII, companies began to incorporate all levels of production under one roof. Today, mergers and acquisitions create large textile corporations
    - There are still a few companies that specialize in one aspect of textile production, but big corporations dominate the field.
- Textile companies must have technology, fashion, and marketing skills to succeed with their textile lines.
- Technology
  - the textile industry's technology is kept up-to date by efforts in research and development. "R&D" has been a vital part of the technology industry for many years.
  - The development of computerized, electronic machines has made textile manufacturing faster and better.
    - Microelectronics: Computer related procedures and technology
    - Robotics: Mechanically accomplished tasks done by automated equipment.
      - The new manufactured fibers using new technology have revolutionized the textile and garment industries.
  - Innovation is the creative, forward thinking introduction of new ideas.
- Fashion
  - Before the textile companies can begin to develop their fiber characteristics or fashion fabrics, they must first come up with early projections of colors, textures and weaves.
  - Textile firms must decide long in advance what fabric is going to be popular in a given season. A textile firm will be producing in the fall-what will be in fashions the spring after.
  - **Forecasting services:** Look about two years ahead to predict coming trends. They are highly skilled consultants. They foresee the colors, silhouettes, and accessories of the future.
  - Textile firms will design "collections" of five to fifteen distinctly different fabrics. The textile firms use these collections to market the fabric.
- Marketing:
  - Finding or creating a market for specific goods or services.
  - Effective fabric producers identify a customer, and focus promotional efforts to the target market.
- The textile industry is a worldwide industry
  - The United States is the most efficient
  - The US imports a great deal of textile fibers, yarns, and fabrics from other countries.
  - There is a **trade deficit** that exists. That means that there are more imports into the United States than there are exports out of the United States in textiles.

#### The Home Sewer

- Pattern making companies are an important segment of the home sewing industry
- Competition has caused great improvements in the pattern making industry. Patterns have printed **guide sheets**

with illustrated directions for cutting and sewing steps. Instructions and directions are given.

- Pattern companies. There are three major types of patterns
  - Designer patterns: Sophisticated designer lines are replicas of actual couturier fashions, they are bought from designers through licensing agreements.
  - Signature lines: have the endorsement of celebrities. The styles in these lines are typical of what the actor or model might wear. The celebrity is shown wearing the fashions in photographs in counter catalogs and promotional materials
  - Easy-to-sew patterns are designs that are simple to cut out and make. They are developed for beginning or busy sewers.
- When designing commercial patterns, a rough first sketch called a **croquis** (Crow-Key) it shows front and back views.
- To keep sizing consistent, the work is done from a basic pattern, called a **sloper**. The sloper is the company's basic size from which all sizes in a category start.
- A **prototype** is the first full-scale trial garment of a new design.
- **Grading** is making the pattern in all sizes that will be sold.

# Standard 6 Understand Apparel Production

- Define the following terms:
  - CAD: Computer Aided Design. Used to combine and visualize design ideas and to make patterns and prepare them for cutting.
  - CAM: Computer Aided Manufacturing. Utilizes electronics for the production of apparel.
  - CIM: Computer Integrated Manufacturing. Combines CAD, CAM, robotics, and company information systems to approach “hands off” production
  - Contractor: Manufacturer who does any or all the cutting, sewing, and finishing work for other apparel producers under contractual arrangements
  - Costing: Procedure done to figure the expenses of producing something.
  - Ford: Style or design that is produced at the same time by many different manufacturers at many different times.
  - Joint Venture: Partnership of a domestic firm and a foreign producer for production and sales overseas.
  - Laser cutting: the cutting out of garment parts with an intense, powerful beam of light that quickly vaporizes the fabric.
  - 
  - Marker: Long piece of paper that has a drawing of the layout of the pattern pieces of fabric cutting.
  - Merchandising: The process through which products are designed, developed, and promoted to the point of sale.

- Modular Manufacturing: Flexible, highly productive apparel production method where employees are divided into independent module work groups that sort out problems and agree on their own work assignments and schedules.
- Offshore Production: Manufacturing that is done overseas.
- Piecework system: Manufacturing procedure in which one specific task is done by each person along an assembly line.
- Quick response: Business strategy that ties together all parts of the US textile-apparel-retail pipeline as one unified industry rather than as individual segments.
- Quotas: Limitations established by a government on quantities of certain categories of goods that can enter a country during an established time span.
- Sample: The model or trial garment made up exactly as it will look when sold.
- Sampling: Small quantities of garments placed in retail stores to get indications of consumer reactions to them.
- Stylist: Person who redesigns existing garments rather than creating new fashion designs. Also, one who advises about styles in apparel or other categories of goods.
- Tailor System: Manufacturing system in which all sewing tasks for a garment are done by a single operator.
- Unit Production System: Computerized piecework apparel manufacturing system in which the cut pieces of a garment are hung (loaded) together on an overhead product carrier that moves them through the line.
- Describe the factory production process:
  - Apparel manufacturing is done throughout the United States and around the world.
    - To begin production, cutters unroll layers of flat fabric into high stacks. An electric straight-knife cutting machines cut out the pieces of garments. Some manufacturers use lasers to cut the fabric.
  - The tailor system is a manufacturing system in which all sewing tasks for a garment are done by one person. The tailor system is hardly ever used in commercial manufacturing.
  - The piecework system is where a manufacturing procedure is done by each person along the assembly line. This divides the total manufacturing process into small, individualized jobs.
  - Modular manufacturing is the latest method being used by large manufacturers who can afford to implement it. Modular manufacturing divides the production employees into teams. Modular manufacturing production greatly improves flexibility and productivity. The modular manufacturing system empowers employees.
  - After manufacturing, finished goods are inspected inside and out. If flaws or mistakes are found, they can be fixed. If the garment is found to be sellable, then the garment is sent.
- Identify the steps in merchandise planning
  - Merchandising is the process through which products are designed, developed, and promoted to the point of sale.
    - First companies look at their primary consumer markets to see what kinds of clothes their clients prefer. They study past sales. They analyze the winners and losers of past seasons.
      - \* Successful clothing manufacturers have a “sixth sense” for judging fashion trends.
    - Second, merchandising people must also figure out manufacturing details. They must decide

when and where to order fabrics, and at what price.

- Preliminary designs are lines are developed. Each line contains some

- List the four seasons in the production of apparel
- List four sources of inspiration in the designing process
- Compare overseas production to domestic production

# Standard 7 Understanding Fashion Promotion and Retailing

- Define:
  - Advertising: Paid promotional message from an identified sponsor.
  - Apparel outlets: Stores owned by apparel producers that sell seconds and over-runs to the public at low prices.
  - Factory outlets: Store owned by a manufacturer who sells company products to the public at reduced prices.
  - Indirect Selling: Nonpersonal promotion aimed at a large general audience
  - Markup: Monetary amount added to the cost (billed price) of goods to create the retail selling price.
  - Markdowns: Retail price reduction that is made in hopes of selling certain merchandise, but which lowers profits
  - Loss Leaders: Item priced so low that the retail outlet makes little or no profit on it but uses it to attract shoppers into the store.
  - Stock Control: The receiving, storing, and distributing of merchandise in a retail store. Also called inventory control.
  - Basic Stock: Store merchandise that is constantly in demand. It is stocked continuously on an ongoing basis.
  - Purchase Order: Document written by a buyer that authorizes a seller to deliver certain goods at specified prices.
  - Odd Lots: Incomplete assortments of goods, such as overruns or discontinued items, bought by retailers at reduced prices and sold at low retail prices.
  - Completion Date: Date designed on a purchase order by a retailer to a manufacturer, after which the order is subject to cancellation.
  - As Ready: Expression used by manufacturers referring to agreements to deliver merchandise to retailers when it is ready, rather than by a specified date.

- Describe four promotional activities used in fashion promotion
  - Advertising: Advertising is a paid promotional message by an identified sponsor. It appears in such media as newspapers, magazines, television, and radio. Locally, retail stores will use the newspaper, and perhaps the radio to advertise. Nationally, retailers will use more expensive magazine ads, and national television
  - Publicity: Publicity is free promotion. It includes any nonpaid messages to the public about a company's merchandise, activities, or services. Some businesses will hold press conferences to promote their products or services
  - Visual Merchandising: Presenting goods in an attractive and understandable manner. Displays and exhibits are ways that clothing items are visually promoted. High profile shopping bags are used by department stores as promotional tools. Stores will have special events, and have models display merchandise.
  - Video Merchandising: Uses videos in retail stores to show new fashion trends, promote merchandise, and build customer traffic. Videos are set up in retail store departments near the merchandise they are showing. They attract the attention of passing customers with sound and movement. The video's use soft-sell techniques like flashing a logo, or having the name of the manufacturer in the background.
- Describe the following types of retail stores:
  - Department Stores: Retail establishments that offer large varieties of many types of merchandise placed in appropriate departments. Almost all clothing and household needs are sold in a wide variety of colors, sizes, and styles.
  - Branch Stores: When a well established department store opens a store in another location, the new one is called a branch. It operates from the original flagship store
  - Chain Stores: A chain is a group of stores owned, managed, and controlled by a central office. All of a company's chain stores look alike. No store is considered to be the main store.
  - Discount Stores: Sell clothing and other merchandise in large, simple buildings with low overhead. Large amounts of garments are sold on racks and shelves. Some items are well-known brands, others are private-label brands.
  - Specialty Stores: Might handle only apparel, or they might specialize even further into a specific kind of apparel. Examples are maternity shops, Shoe stores, bridal boutiques and children apparel stores. Specialty stores have fewer products, and therefore must charge a higher price than other stores.
  - Mail Order Houses: Sell to consumers through catalogs. They offer shopping at home for customers who cannot, or prefer not to go out.
  - Franchises: Individually owned businesses that use the name and merchandise of an established firm. The franchiser provides a franchisee with exclusive use of the name and goods in a specified city or area.
  - Other types of retailing:
    - Variety Stores
    - Personal Selling
    - Catalog Showrooms

Identify Three types of non-store retailing:

- Direct mail order:

- TV Retailing:
- On-Line Computer commerce:

# Standard 8 Understanding Fibers and Yarns

- Define

- Blend: Yarn made by spinning together two or more different fibers (usually staple fibers)
- Combination Yarn: A ply yarn composed of two or more yarns that differ in fiber composition, content, and/or twist level, or composed of both spun staple or filament yarns.
- Carding: Cleaning and straightening staple fibers using a machine with fine wire teeth to form a continuous, untwisted strand called a sliver.
- Denier: Term to describe filament thickness or diameter. Higher numbers indicate thicker yarns
- Drawing: Process of pulling or stretching laps, slivers, rovings, or continuous filament tow to align and arrange the fibers for more length, strength, and uniformity.
- Fiber: Long, thin, hairlike natural or manufactured substance that is the basic unit of textile products.
- Filament: Long, fine, continuous thread found naturally as silk and extruded as manufactured fibers.
- Generic Name: An identification for each family of manufactured fibers grouped by similar chemical composition.
- Ply Yarn: Yarns of two or more single yarns twisted together for extra strength, added bulk, or unusual effects.
- Polymer: Chainlike structures of molecules from which many manufactured fibers are made.
- Sericulture: Science of raising silkworms from moths to the cultivation of silk fibers.
- Spinneret: Metal disk containing many tiny holes through which liquid fiber-forming solutions are forced to form manufactured filaments.
- Staple Fiber: Short fibers of various lengths from natural sources or cut lengths of manufactured fibers.
- Texturing: Process of crimping, looping, or coiling manufactured filaments by using chemicals, heat, or special machinery. This increases bulk, resilience, and softness, or creates a different surface texture.
- Wicking: The dispersing or spreading of moisture of liquid through a given area, such as pulling body moisture to the surface of fabric where it can evaporate.
- Woolen Yarn: Wool fabrics made from shorter fibers by the woolen system that are relatively dense and have soft, fuzzy surfaces.
- Worsted Yarn: Wool fabrics made from longer combed fibers by the worsted system that have tight, smooth surfaces.
- Yarn: A continuous, usually twisted, strand of fibers suitable for weaving, knitting, or other processing

into fabrics.

- Identify five natural fibers that are cellulosic (Cellulosic=from plants)
  - Cotton
  - Linen
  - others-Jute, Kapok, Ramie, Sisal, Straw, Kapok
  
- Identify Eight natural fibers that are protein (from animals)
  - Wool
  - Silk
  - Specialty hair fibers
    - Alpaca, Angora, Cashmere, Camels hair, Guanaco, Llama, Mohair, Vicuna
  
- List the steps involved in processing Wool
  - Shearing of sheep's fleece
  - Grading and sorting at the mill
  - Scouring to remove dirt and lanolin
  - Drying and blending for uniformity
  - Carding to straighten fibers to form a continuous, wide web
    - short fibers and long fibers go through two different processes.

Short stapled fibers for woolens	Long stapled fibers for worsteds
Carded web is divided and becomes roving	Combing places fibers parallel to each other forming sliver
	Drawing produces a thin, slightly twisted roving

Spinning draws out and tightly twists the fibers into yarn. (Worsted yarns have a tighter twist than woolen yarns.)
  
- Identify four manufactured fibers that are cellulosic. (Uses minimum chemicals-uses cellulose found in trees)
  - Acetate
  - Lucocell
  - Rayon
  - Triacetate
  
- Identify eight manufactured fibers that are noncellulosic.
  - Nylon
  - Olefin
  - Polyester
  - Rubber
  - Saran
  - Spandex
  - Vinal
  
- List the steps involved in processing manufactured fibers
  - All manufactured fibers are made by the same process.
    - First, the raw materials must first be converted to a liquid state. (Melted with heat, or chemical solvent.
    - The syrupy liquid is then extruded-or forced out tiny holes in the desired thickness.
    - A device called a spinneret is like a showerhead. Each hole the fibers come out forms one fiber. A spinneret can have hundreds of holes, or just a few depending on the desired thickness of the fibers.
    - As the extruded fibers come out the spinneret, chemical spinning causes the fibers to harden or solidify. There are three ways of spinning manufactured fibers:
      - \* Wet spinning, the fibers come out into a chemical bath. Acrylic, and Rayon are produced this way
      - \* Dry spinning, solidifies the extruded filaments by drying them in warm air.
      - \* Melt spinning, hardens substances by cooling. Nylon, olefin, polyester, agamid,

and glass fibers are produced by melt spinning

- Stretching: during or after spinning, manufactured fibers are stretched. This causes the fiber molecules to be arranged. This gives added strength. The fibers can be made thick or thin by stretching
- multifilament yarns are twisted and wound into spools-or-filament tow is cut into staple and baled fo mechanical spinning into yarns.

- Identify Four Types of Yarns

- Monofilament Yarns: simply single filaments, usually of a high denier. One example of monofilaments is the single strand yarns in women's hosiery
- Multifilament Yarns: the yarns are formed by twisting the many continuous strands of fiber being extruded through the spinneret at the same time. As the degree of twist becomes tighter, the yarn becomes stronger, and harder, and more compact. A low twist is used for most multifilament yarns.
- Spun Yarns: made with staple fibers. The fibers are usually held together by mechanical spinning. Fibers spun from staple fibers are more irregular than filament yarns. The short ends of the fibers produce a fuzzy effect on the yarn surface.
- Ply Yarns: Formed by twisting together two or more single yarns. Each strand is called a ply. Ply refers to the number of yarns twisted together. This adds extra strength.

# Standard 9 Understand Fabric Construction and Finishes

- Define:

- Courses: Row of loops or stitches running across a knit fabric
- Dyeing: Method of giving color to fiber, yarn, fabric, or garment with either natural or synthetic dyes.
- Filling Yarns: Crosswise yarns running from selvage to selvage at right angles to the warp yarns in a woven fabric
- Finishes: Apparel manufacturing employee with better quality, higher-priced lines who does whatever hand sewing is needed to finish garments.
- Gauge: Number of stitches or loops per inch in a knitted fabric.
- Hand: The way fabric feels to the touch.
- Knitting: Method of fabric construction done by looping yarns together.
- Loom: Machine for weaving fabric
- Plain Weave: Simplest and most common fabric weave in which each filling yarn passes successively over and under each warp yarn, alternating each row.
- Roller Printing: The application of designs to fabric using a machine with a series of engraved fabric using a machine with a series of engraved metal rollers around a large padded cylinder from which one color of dye paste is applied at a time. Also called direct, calendar, or cylinder printing
- Satin Weave: Basic fabric weave that has long yarn floats on the surface giving a smooth, lustrous appearance.
- Screen Printing: Printing method similar to stenciling in which the coloring matter (dye paste) is forced through untreated areas of a fabric screen onto the material being printed.
- Selvage: Strong, lengthwise edges of fabric that do not ravel, formed when the filling yarns turn to go back the other direction.
- Shuttle: Device that pulls filling yarns back and forth from edge to edge in weaving.
- Twill Weave: A basic fabric weave characterized by diagonal wales produced by a series of staggered floats.
- Wales: In woven fabrics, one of a series of ribs or cords running in a particular direction. In knitted fabrics, a column of loops lying lengthwise in the fabric.
- Warp Knits: Fabrics made on flat knitting machines using many yarns and needles, with loops interlocking in the lengthwise direction.
- Warp Yarns: Yarns that run lengthwise (parallel to the selvage in) in woven fabrics.
- Weaving: Procedure of interlacing two sets of yarns placed at right angles to each other, usually done on

a loom.

- Weft Knits: Fabrics knit with one continuous strand of yarn going crosswise
- List three different ways that fabrics can be made from fibers and yarns
  - Weaving+ Knitting
- Identify four basic types of weaves
  - Plain weave: simplest and most common weave
  - Twill Weave: A twill weave causes the fabric surface to have a diagonal rib or cord, called a wale.
  - Satin Weave: the smooth surface of the satin weave is created by floating yarns. The satin weave is smooth, slippery, and drapable.
  - Variations: Pile fabrics have loops or yarn ends projecting from the surface. Corduroy, velvet and fake furs are clipped pile fabrics.
- Identify Two kinds of Knits:
  - Wales
  - Courses
- Identify three other methods for constructing fabrics.
  - Bonded Fabrics: bonding is a method of permanently fastening (laminating) together two layers of fabric in some way.
  - Nonwoven Fabrics: nonwoven fabrics are made directly from fibers rather than from yarns. Felt is an example of a nonwoven fabric.
  - Quilted Fabrics
  - Braided Fabrics
  - Laces and nets
- Define the following terms:
  - Fiber dyeing: The dyeing of fibers before they are spun into yarns.
  - Yarn dyeing: The dyeing of yarns before they are woven or knitted into fabrics.
  - Piece dyeing: The dyeing of yard goods in fabric form after weaving or knitting rather than as fibers, yarns or garments.
  - Garment dyeing: The dyeing of constructed garments by apparel manufacturers to fill retail orders for requested colors.
  - Printing: Process for adding color, pattern, or designs to the surface of fabrics.
  - Heat Transfer printing: Method of printing fabric by transferring the design from preprinted paper by contact heat.
  - Calendaring: Mechanical finishing process by which fabric is passed between heated rollers under pressure to produce special effects such as high luster, glazing or embossing.
  - Singeing: Mechanical finishing procedure of burining off protruded fibers from yarn or fabric to give a smooth, uniform surface.
  - Brushing: Finishing process in which rotating brushes raise a nap surface on fabrics. Also called napping
  - Shearing: Mechanical finishing procedure where projecting fibers are cut or trimmed from the face of

fabric.

- Beetling: Mechanical finishing process for cotton or linen fabrics that pounds them flatter, which gives a harder surface with increased sheen.

- Identify Eight Finishes that are applied to fabrics and explain their purpose.

- Anti-static: this prevents the buildup of static electricity, so garments will not cling to the body of the wearer
- Crease-resistant: Fabrics, especially cottons, rayons, and linens, are baked with a resin that helps them resist and recover from wrinkles. This also makes the fabric weaker, and stains set faster
- Flame-resistant: this finish prevents fabric from supporting or spreading a flame. The fabric is self-extinguishing when removed from the source of the flame.
- Mercerization: this caustic soda treatment is used on cellulosic textiles
- Mildew-resistance: A metallic chemical is applied to fabrics to prevent mildew from forming.
- Permanent Press: A resin is applied to fabric to help it hold its original creases made at manufacturing.
- Stain Resistance: This makes fibers less absorbent, so it is easier to lift off or sponge away spills of food, water, and other substances.
- Waterproof: A rubber or plastic coating is used to fill the pores of fabric so that water cannot pass through it.
- Water Repellant: This uses wax, metals, or resins to coat fabrics, and cause fabrics to shed water in normal wear, but does not make them completely waterproof.